Point Foundation
Board of Directors
Gate Five Road
Sausalito, CA

Esteemed Board Members,

I am writing to you as a long-time reader of the Whole Earth Review, and as a contributor to the magazine and the Whole Earth Catalog.

In the course of working conversations with the staff, it has become apparent to me that there are big changes afoot with the magazine. It seems that financial and management problems have even stimulated discussion of closing down the publication. Not being drenched in the details, I have the luxury of expressing a naive, but passionately felt opinion: you must find a way to save this magazine. The Whole Earth Review is unique, useful, provocative and valuable. It is not always "good", but it is utterly worth saving — in pretty much the same format that it currently exists. I feel certain that I speak for a great many people when I say these things.

Corollary to this is my further opinion that Ruth Kissane is and would be a marvelous editor. I have worked with all kinds of editors — from the New York Times to the San Francisco Chronicle to TRICYCLE; I have also edited several publications myself. Ruth has all the experience necessary to the task, and she has, in addition, a rare talent. She knows how to make writers excited about their assignments, and involved in the larger vision of the project. Other people *talk* about doing this. Ruth just does it, effectively. She is also one of the best listeners I have met. I am very pleased by the prospect of continuing to work with her.

I don't know exactly what it is that POINT Foundation does— other than provide an umbrella for WER (and MWEC). I don't really care what else it does, as long as it continues to do these jobs. I think foundations and their board members usually spend time raising money. I wish you best luck and godspeed in doing so here.

Sincerely,

David Schneider

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